

PATENT

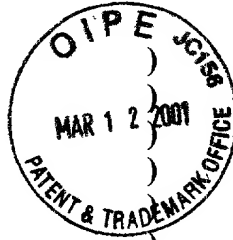
## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of

Paul E. Jacobs *et al.*

Serial No. 09/732,352

Filed: December 7, 2000

For: SYSTEM FOR CONTROLLING  
THE DISTRIBUTION OF  
ADVERTISEMENTS TO  
INFORMATIONAL CLIENT  
DEVICES

) Group No. 2152

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## PRELIMINARY AMENDMENT

Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Prior to examination of the above-identified application, Applicants request entry of the following amendments:

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner of Patents and Trademarks, Washington, D.C. 20231, on:

March 9, 2001  
(Date of Deposit)

Deborah Dean  
(Name of the Person Making Deposit)

(Signature)



**IN THE SPECIFICATION  
BACKGROUND OF THE INVENTION**

Please replace the third paragraph (lines 24-26) on page 1 of the specification with the following paragraph:

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This application is a continuation of U.S. Provisional Patent Application Serial No. 60/209,392, filed June 1, 2000, and U.S. Patent Application Serial No. 09/609,123, filed June 30, 2000, pending, which claims the benefit of U.S. Provisional Patent Application Serial No. 60/169,622, filed December 8, 1999. These patent applications are incorporated herein by reference in their entirety.

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**IN THE SPECIFICATION  
BRIEF DESCRIPTION OF THE DRAWINGS**

Please replace the sixth paragraph (lines 12-14) on page 14 of the specification with the following paragraph:

Fig. 18A illustrates an exemplary dialog box associated with auditing the operation of the Adware software according to the present invention.

**IN THE SPECIFICATION  
DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS**

Please delete the second paragraph (lines 4-5) on page 51 of the specification.

**REMARKS**

By the amendments requested herein, Applicants have added a specific reference to the earlier-filed patent applications for which the present application claims the benefit of priority, in accordance with 35 U.S.C. §119(e) and §120, and have deleted all references to the omitted figures 18B through 18E from the specification.



## VERSION WITH MARKINGS TO SHOW CHANGES MADE

### 1. Amendment to page 1 of the Specification:

This application is ~~based on a~~ continuation of U.S. Provisional Patent Application Serial No. 60/209,392, filed June 1, 2000, and U.S. Patent Application Serial No. 09/609,123, filed June 30, 2000, pending, which claims the benefit of U.S. Provisional Patent Application Serial No. 60/169,622, which was filed on December 8, 1999. ~~This Provisional Patent Application is~~ These patent applications are incorporated herein by reference in ~~its~~ their entirety.

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### 2. Amendment to page 14 of the Specification:

Fig. 18A illustrates an exemplary dialog box associated with auditing the operation of the Adware software according to the present invention ~~while Figs. 18B through 18E list useful parameters for auditing the software's performance;~~

### 3. Amendment to page 51 of the Specification:

~~Additional details on instrumentation applicable to the exemplary Eudora e-mail client software is provided in Figs. 18B—18E.~~

**CONCLUSION**

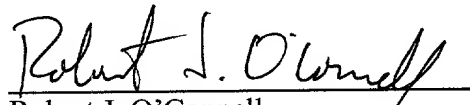
In light of the preliminary amendments contained herein, Applicants submit that the application formalities have been met, and that the application is in condition for allowance, for which early action is requested.

Applicants do not believe that any fees are due with this response. If, however, it is determined that fees are owed, please charge any such fees or overpayments to Deposit Account No. 17-0026.

Respectfully submitted,

Dated: March 9, 2001

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